

A photograph of a couple walking on a sandy beach. The woman, on the left, is wearing a white long-sleeved shirt and a grey cardigan. The man, on the right, is wearing a green short-sleeved shirt and plaid shorts. They are holding hands and walking towards the camera. The background shows the ocean and a clear sky.

We journey together. That's our pledge.

Our promise. Our goal. And that's clear—you are not alone in your journey. We—the Arthritis Foundation—are in it with you. As are our community, our scientists, your peers, your family... it's a together thing. We are in this together.

But what about the journey part? What is that all about? It's different for each individual. And there in lies the guiding insight for this messaging. We know we're in it together, but what exactly is it?

This campaign will let us define it.






We {journey} together.

This year, the Arthritis Foundation marks 75 years of progress for the millions of adults and children in the U.S. living with arthritis. Arthritis hits everyone differently. We want to make sure no one has to make that journey alone. arthritis.org/journey





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We {hang} together.

Kids get arthritis, too. But juvenile arthritis affects more than just the patient — the entire family is involved in the journey. And the Arthritis Foundation is committed to making sure no family has to make that journey alone. We're empowering support groups, providing information and insights, and funding research specifically focused on every child in the U.S. diagnosed with juvenile arthritis. We grow together. We learn together. **We journey together.**

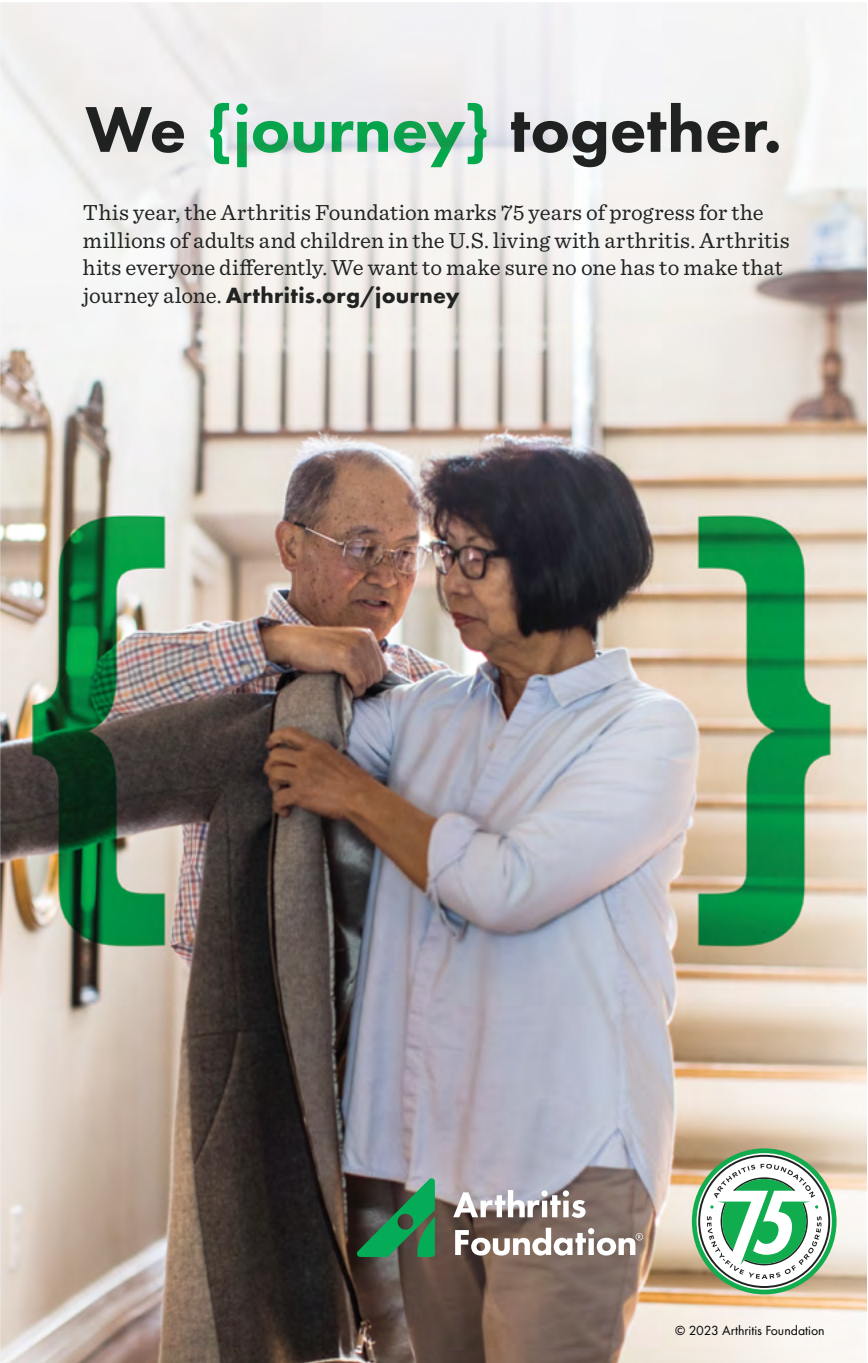
arthritis.org/JA







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© 2023 Arthritis Foundation





We {journey} together.

See how at arthritis.org/journey

Arthritis Foundation 



We {journey} together.

See how at arthritis.org/journey

Arthritis Foundation 



We {journey} together.

See how at arthritis.org/journey

Arthritis Foundation 

We {vibe} together.

Kids get arthritis, too. And we are here for the hundreds of thousands of children and their families living in the U.S. living with the disease. We grow together. We learn together. **We journey together.**




We {vibe} together.

See how at arthritis.org/journey

Arthritis Foundation 

 arthritis.org/journey

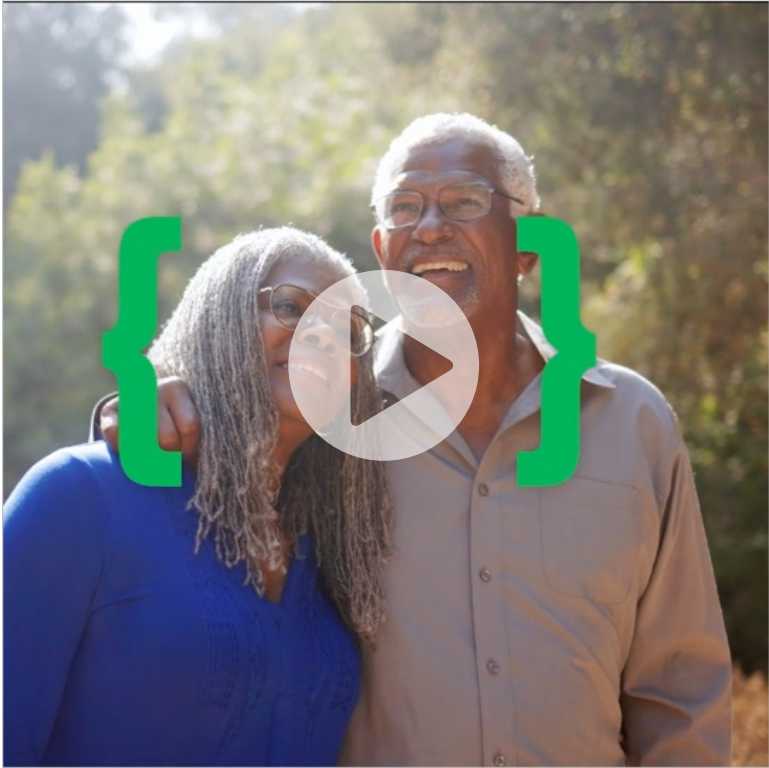
Knowledge • Support • Advocacy • Research



Arthritis Foundation

Yesterday at 7:25 · 🌐

The Arthritis Foundation provides resources for the millions of people in the U.S. who have been diagnosed with arthritis.



We {journey} together.

Don't face arthritis alone.

Learn More


👍❤️😮 212

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Arthritis Foundation

Yesterday at 7:25 · 🌐

75 years ago, we began our life-changing work to support the millions of adults and children in the U.S. living with arthritis.



We {achieve} together.

75 years of progress.

Learn More


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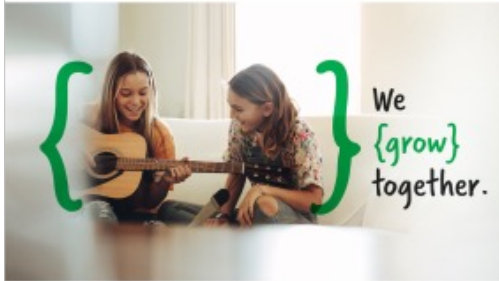
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Arthritis Foundation

Yesterday at 7:25 · 🌐

July is Juvenile Arthritis Awareness Month, a reminder that juvenile arthritis affects hundreds of thousands of children in the U.S. See how we are there for each of them.



We {grow} together.

We journey together. See how.

Learn More


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💬 Comment


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Arthritis Foundation

Yesterday at 7:25 · 🌐

September is Pain Awareness Month, and a reminder that the Arthritis Foundation is here for the millions of people living with arthritis in the U.S.



We {journey} together.

Don't face arthritis alone.

Learn More


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💬 Comment


➦ Share



Arthritis Foundation

Yesterday at 7:25 · 🌐

The Arthritis Foundation provides help and hope for the millions of people in the U.S. like Jill who are living with arthritis.



We {push} together.

See Jill's story.

Learn More


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24 Comments 212 Shares

👍 Like

💬 Comment


➦ Share



Arthritis Foundation

Yesterday at 7:25 · 🌐

Arthritis pain affects millions of adults and children in the U.S. We are here for each and every one of them.



We {struggle} together.

Don't face arthritis alone.

Learn More


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💬 Comment

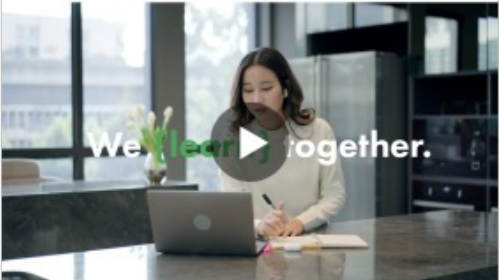
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Arthritis Foundation

Yesterday at 7:25 · 🌐

The Arthritis Foundation provides empowering support groups, information, insights and research for everyone living with arthritis.



We {learn} together.

Explore our resources.

Learn More

👍❤️😮 212

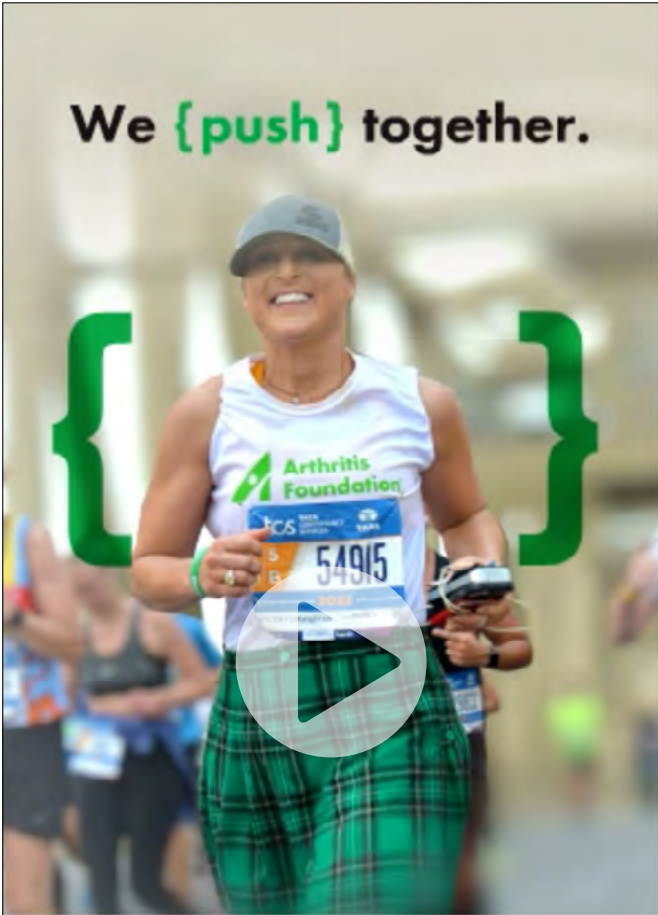
24 Comments 212 Shares


👍 Like

💬 Comment

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We {push} together.




 Arthritis Foundation®


Explore our resources

We {conquer} together.




 Arthritis Foundation®

Arthritis tips & resources



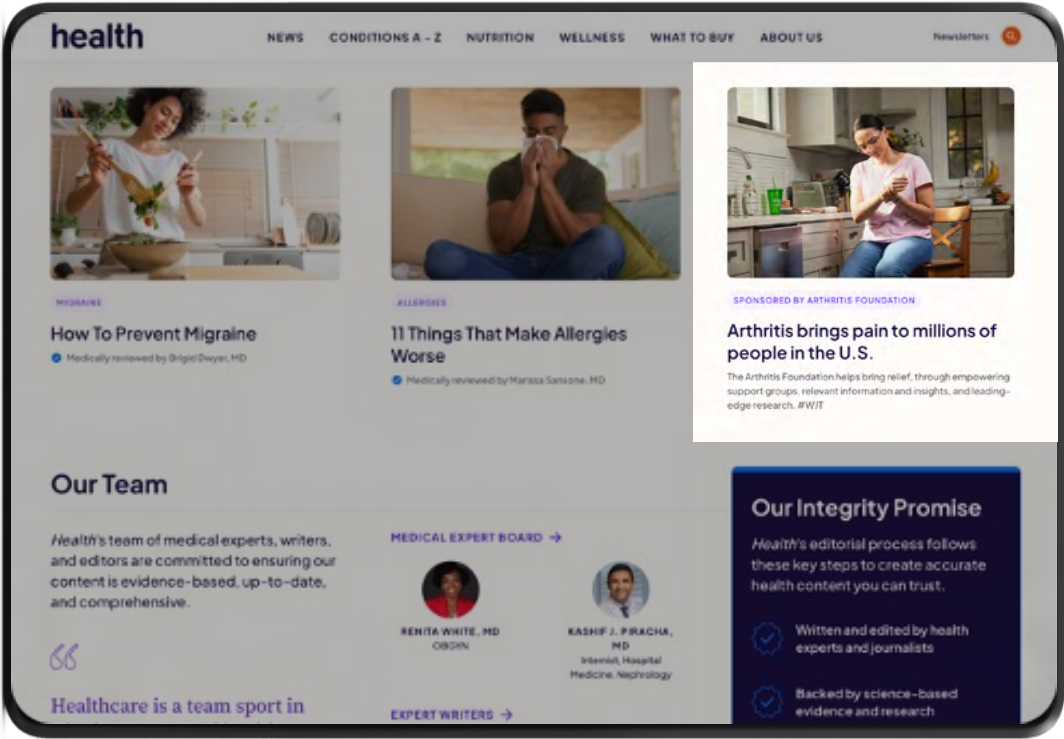
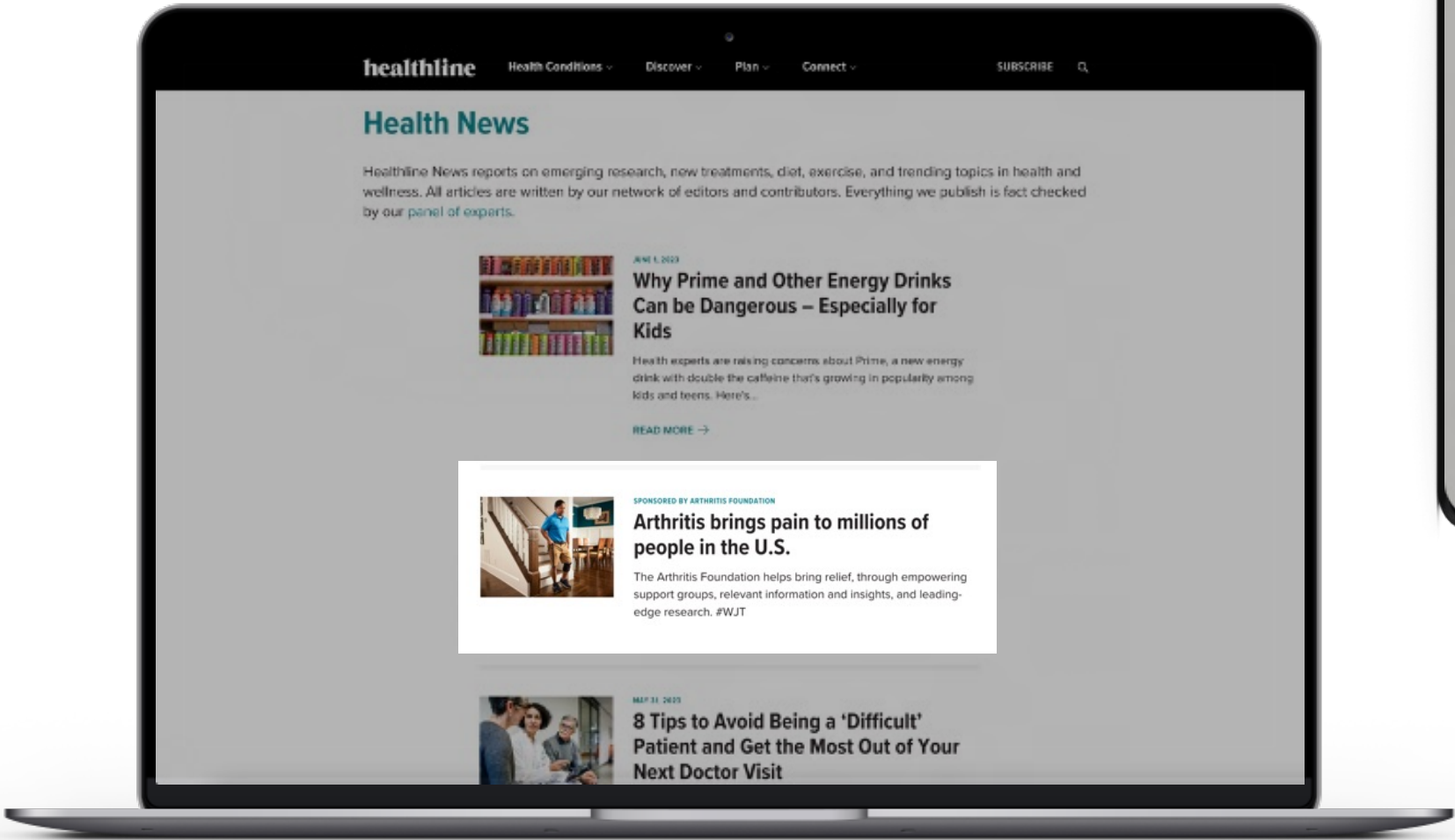
We {journey} together.

 Arthritis Foundation®

Explore our resources

We {journey} together.

NATIVE ADS



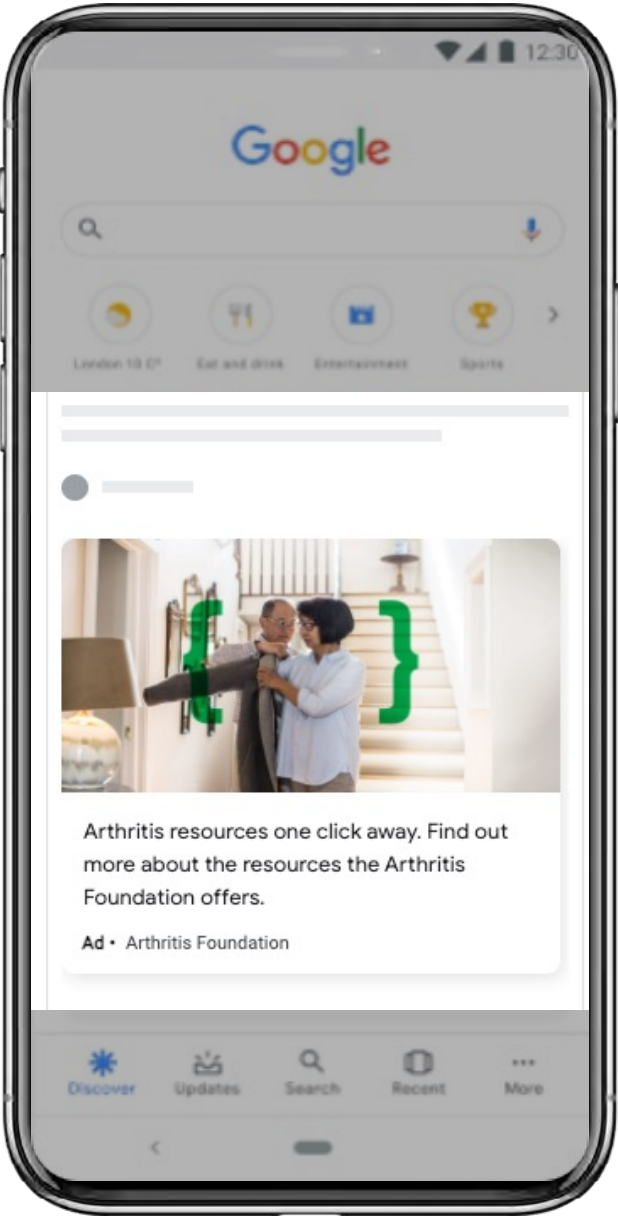
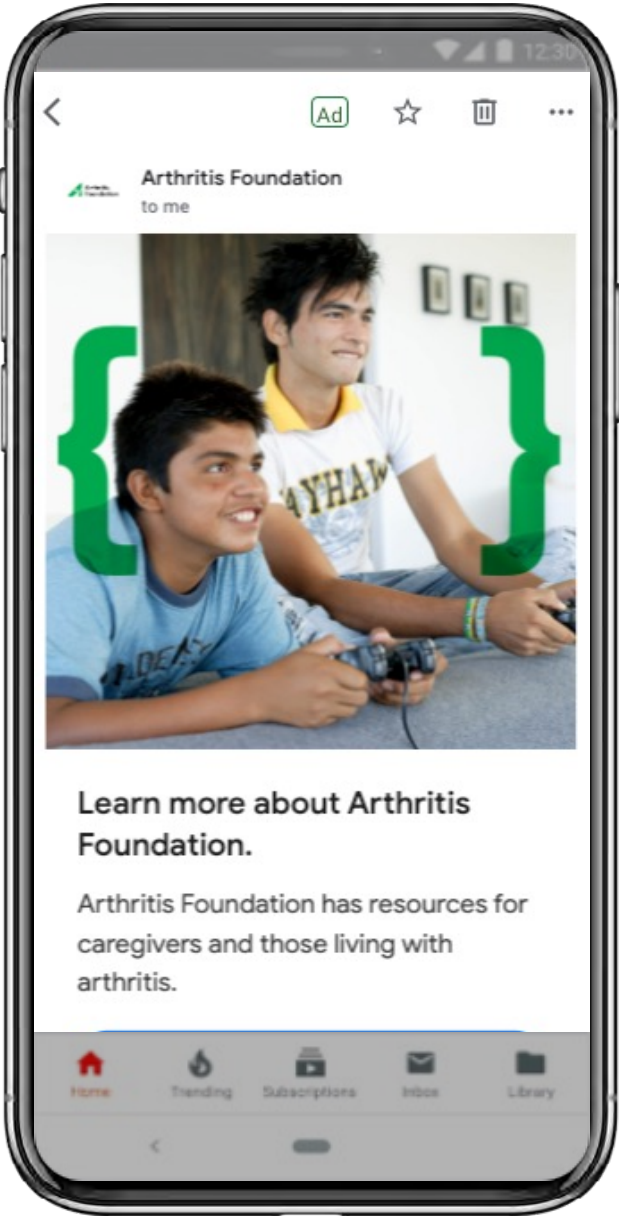
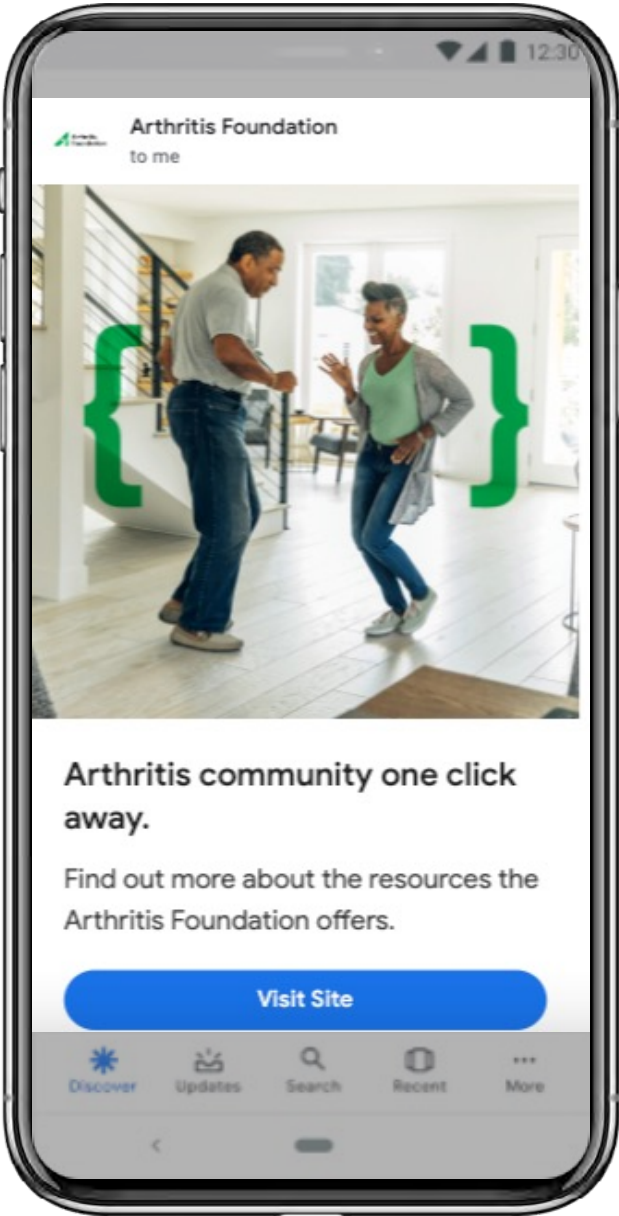
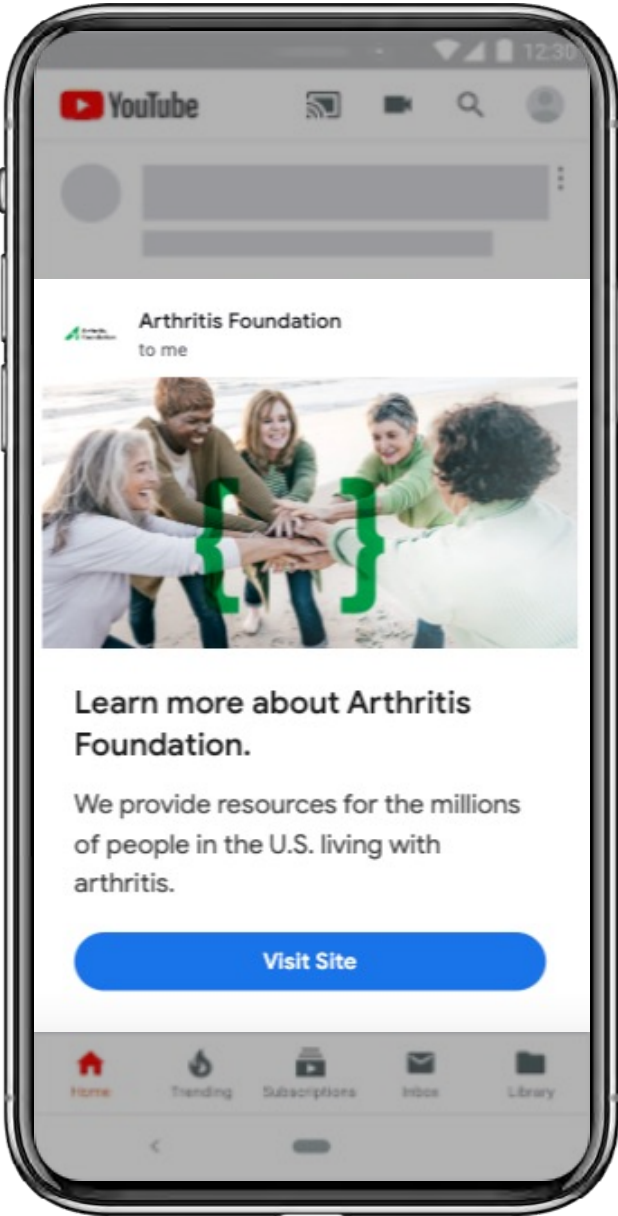


Did you know 1 in 4 U.S. adults have some form of arthritis?

Millions of people in the U.S. have been diagnosed with arthritis. We offer a number of empowering resources to help each of them. #WJT

Sponsored By Arthritis Foundation

PAID SEARCH





May is Arthritis Awareness Month. It also happens to mark the Arthritis Foundation's 75th anniversary. That's 75 years of life-changing work to support the millions of adults and children in the U.S. living with arthritis. We continue this work with the help of passionate volunteers, innovative researchers and dedicated employees, who work to change health policies and laws, find better treatments and provide information, answers and support to the arthritis community.

In fact, we funded some of the first research that led to the development of biologics, which have changed the landscape of arthritis treatment and care for millions. Together, we've made great strides. Together, we will make even more.

We discover together. We achieve together. **We journey together.**



[See the highlights of our progress >](#)



[Discover our latest science and research >](#)



[Journey with us >](#)



Kids get arthritis, too. So for Juvenile Arthritis Awareness Month, we want to focus attention on the hundreds of thousands of children in the U.S. currently living with the disease. And the families who surround them with love and encouragement.

The Arthritis Foundation offers empowering support groups, information, insights and research specifically focused on the juvenile arthritis audience. Because we know that juvenile arthritis affects more than the patient—the entire family is part of the journey. And we want to make sure no family has to make that journey alone.

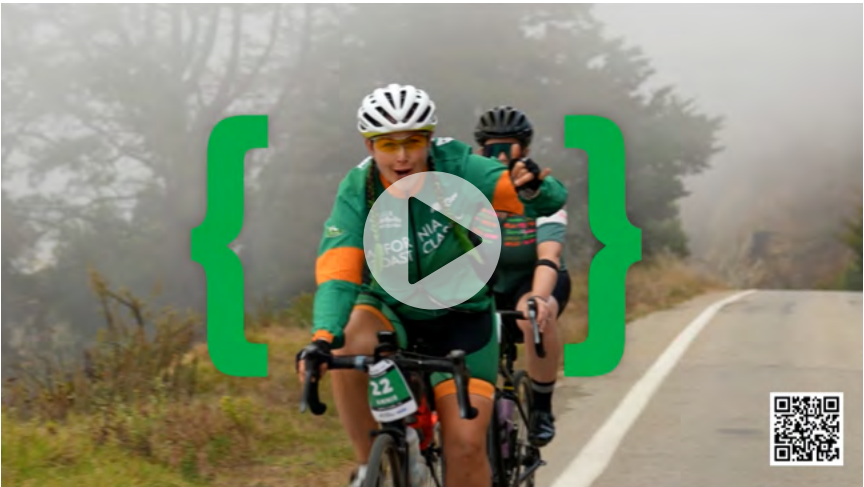
We grow together. We learn together. **We journey together.**



[Kids get arthritis, too. >](#)



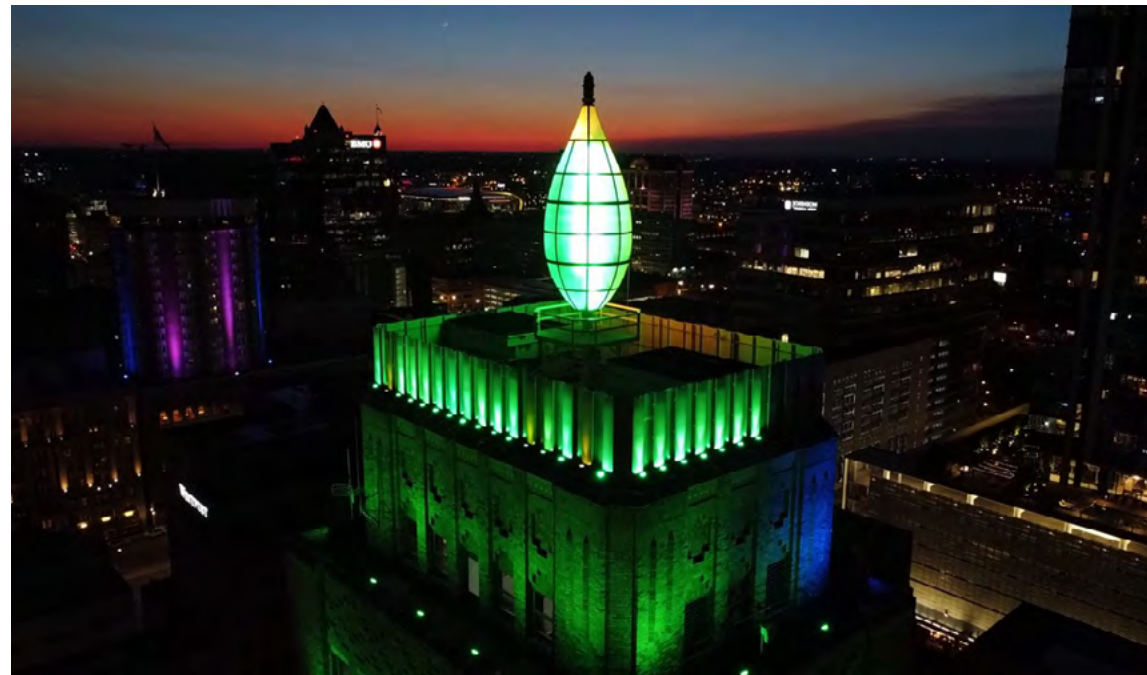
[Explore our resources >](#)



75TH ANNIVERSARY BUILDING LIGHT-UP PROMOTION



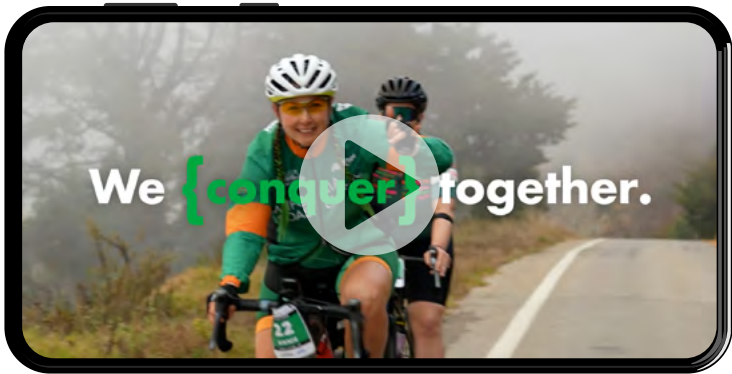
We convinced more than 50 iconic buildings and monuments in 22 states to light up green in honor of the Arthritis Foundation's 75th anniversary.



75TH ANNIVERSARY BUILDING LIGHT-UP PROMOTION



VIDEO, DIGITAL MEDIA



PRINT
ADVERTISING



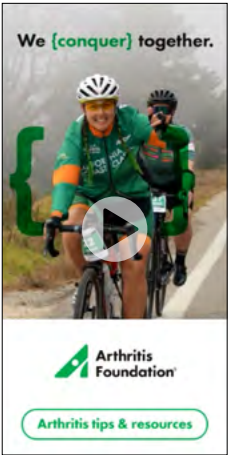
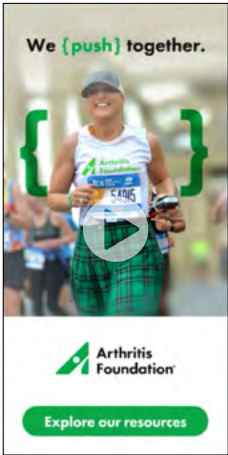
OOH



CTV/OTT

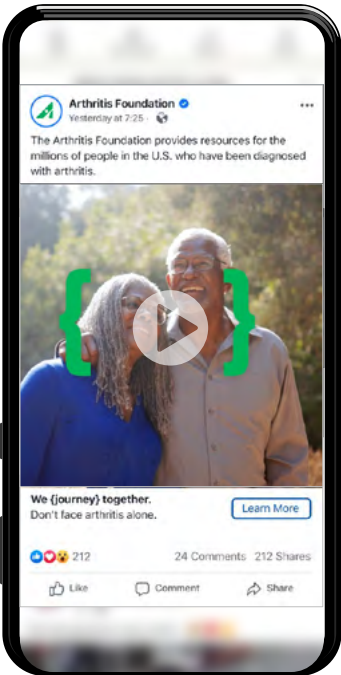


We {journey} together.

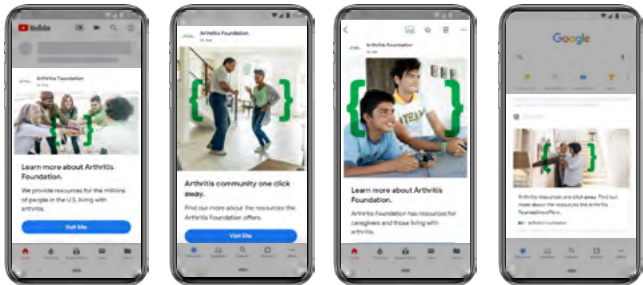


We {journey} together.

DIGITAL ADVERTISING



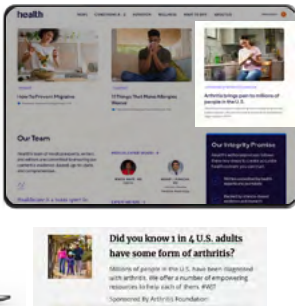
SOCIAL MEDIA



PAID SEARCH



NATIVE ADS



PROMOTION



EMAILS